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Broadcasting Jan 7

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Vol. 108 No. 1

Broadcasting Jan 7

CBS wins sweeps; NBC shows strong gains

'At Large' with Herman Land

NATPE, INTV on their marks

NOVEMBER RESULTS □ CBS wins November sweeps but NBC is only network to show gain in audience over year-earlier figures. **PAGE 51.**

LUCKY NUMBER □ *Wheel of Fortune* takes first place in Cassandra rankings, followed by *M*A*S*H* and *Three's Company*. **PAGE 53.**

HARD LOOK □ There are mixed reviews in Fifth Estate for suggestion that public broadcasters could trade VHF's to commercial broadcasters for UHF's plus cash. **PAGE 54.**

ON TOP □ Contemporary hit radio is still favored format among ages 12-plus in New York and Los Angeles. **PAGE 55.**

LAND: AT LARGE □ On the eve of the Association of Independent Television Stations convention, INTV president Herman Land speaks frankly with BROADCASTING editors on a range of topics including the meteoric rise of independent stations, some of their pressing concerns and what the future holds. **PAGES 72-80.**

STATE OF THE ART □ Independent stations are among the Fifth Estate's hottest properties. BROADCASTING examines the ins and outs of the independent marketplace. **PAGE 82.**

KICKING OFF □ INTV's Los Angeles convention under way. A guide to events begins on **PAGE 92.** A listing of exhibitors begins on **PAGE 94.**

COUNTING DOWN □ Annual gathering of the broadcast programing syndication marketplace set to roll in San Francisco, with more attendees and more exhibitors filling more space than ever before. **PAGE 118.** The agenda appears on **PAGE 120.** A look at what's on display on the Moscone floor and in the Fairmont suites begins on **PAGE 128.**

CABLE BULLS □ Whether it was the cable bill or a better business climate, cable stocks over the past seven months have fared better than the market average. **PAGE 164.**

HELPING HAND □ During holiday season, broadcasters turn attention to raising money for the needy. **PAGE 174.**

KU LINK □ Four Florida television stations join to form news network using Ku-band satellite technology. **PAGE 187.**

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PARTY TIME □ ABC and Inaugural Committee are linking up to air inaugural festivities from Washington on Jan. 18 and 19. **PAGE 214.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 7

Vol. 108 No. 1

TOP OF THE WEEK

CBS wins; NBC posts big gain in Nov. sweeps

While CBS comes in first, NBC is only one of three to show audience gains over the year before

Network analysis of Arbitron diary data from the November sweeps confirms what the overnight information had long been suggesting: NBC has increased its household delivery, while both CBS and ABC have declined. The numbers also show that NBC affiliates have increased their competitive position at the expense of, first, ABC, then, CBS. All three networks agree that their combined household delivery declined by about 5%, which, taking into account the 1.3% increase in TV households, represents an actual decrease of 6%-7% in potential homes delivered.

The CBS analysis of the Arbitron data indicates that it delivered the most households during prime time, with a 4.9% lead over second-place NBC and an 8.4% lead over ABC. Compared to November of 1983, CBS said, its prime time audience declined 6.9%; ABC's audience dropped 15.3%, while NBC was able to increase its prime time audience by 9.1%. NBC's version gives both similar changes and the same order of ranking, whereas ABC's compilation shows NBC first in total households delivered, ahead of CBS. The ABC version had NBC increasing its households delivered by 10%, while CBS declined 9.3% and ABC lost 12.5%.

Ninety percent of the NBC affiliates increased the number of prime time households they delivered, compared to November 1983, while for the other two networks roughly the reverse was true. According to CBS, 148 NBC affiliates showed a gain in households delivered during prime time, compared to 16 declining and 11 showing no change. Conversely, ABC had 13 gaining, 157 falling and seven remaining even, while CBS had 23 improving their performance, 140 delivering fewer homes and 16 remaining even. The same story was provided by ABC's interpretation of the Arbitron numbers. It had NBC increasing household delivery in 152 markets, declining in 15 and staying even in seven; CBS increasing in 21, declining in 151 and staying the same in five. ABC showed itself gaining in 19 markets, losing audience in 148 markets and remaining the same in nine.

Illustrative of the improved prime time performance of NBC is its relative standing in the top 10 markets. NBC affiliated stations increased prime time household delivery in each of those markets, except New York, which was the only one of the top 50 markets in which all three network outlets delivered fewer households. Whereas a year ago there were no NBC affiliates leading in prime time household deliveries, this time there were five NBC-led markets, including New York, Los Angeles and Chicago.

The gain NBC registered in total households was exceeded by the gain it showed in the demographic categories of women, 18-49, and men, 18-49, where, according to information it supplied, it ranked first in both categories. NBC's interpretation of the Arbitron figures showed it gaining 16% in the women, 18-49 demographic, compared to an 11% decline at CBS and a 20% drop at ABC. Similarly it gave itself a 17% jump among men, 18-49, compared to declines of 12% at CBS and 20% at ABC. ABC's compilation for adults, 18-49, gave NBC a 17.1% gain, while CBS declined 14% and ABC declined 17.6%.

Although starting with the same data, the networks present different numbers, usually only slightly at variance. Questions such as whether or not to measure prime time programing run outside of that daypart (such as overruns) and how to measure stations with multiple affiliations are responsible for the differences.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by NBC. Household numbers are in thousands (000) per average quarter hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliate in the market. An asterisk shows a new station in the market or an affiliation change between November 1983 and November 1984. A dagger (†) indicates a city included by Arbitron in another ADI. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, Virgin Islands.

ADI (rank)	1984 households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (156)	17	20	**27**
Akron, Ohio† (Cleveland)	**11**	—	—
Albany, Ga. (152)	—	—	**57**
Albany-Schenectady-Troy, N.Y. (52)	71	**89**	77
Albuquerque, N.M. (64)	**74**	47	66
Alexandria, La. (163)	—	—	**41**
Alexandria, Minn. (180)	—	**36**	—
Alpena, Mich. (210)	—	**5**	—
Amarillo, Tex. (116)	**39**	27	30
Anniston, Ala. (194)	—	**13**	—
Ardmore-Ada, Okla. (173)	13	**20**	—
Atlanta (15)	180	**208**	181
Augusta, Ga. (104)	**44**	42	30
Austin, Tex. (81)	40	**58**	49
Bakersfield, Calif. (150) *	**23**	21	20
Baltimore (21)	156	**162**	153
Bangor, Me. (154)	16	**29**	23
Baton Rouge (89)	**68**	61	39
Battle Creek, Mich.† (Grand Rapids, Mich.)	**29**	—	—
Beaumont-Port Arthur, Tex. (121)	36	**47**	37
Bellingham, Wash.† (Seattle)	—	**11**	—
Bend, Ore. (206)	—	—	**4**
Billings-Hardin, Mont. (164)	17	**18**	8
Biloxi-Gulfport-Pascagoula, Miss. (178)	**40**	—	—
Binghamton, N.Y. (133)	11	**46**	19
Birmingham, Ala. (47)	**118**	49	116
Bluefield-Beckley-Oak Hill, W.Va. (143)	**31**	—	28
Boise, Idaho (134)	24	21	**28**
Boston (6)	278	302	**303**
Bowling Green, Ky. (192)	**22**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	25	55	**78**
Buffalo, N.Y. (35)	101	**104**	100
Burlington, Vt.-Plattsburgh, N.Y. (101)	13	**54**	32
Casper-Riverton, Wyo. (180)	**16**	7	1
Cedar Rapids-Waterloo, Iowa (77)	48	49	**52**
Charleston, S.C. (106)	33	**50**	41
Charleston-Huntington, W.Va. (43)	70	84	**124**
Charlotte, N.C. (32)	106	**142**	52

ADI (rank)	1984 households (000) ABC	CBS	NBC
Charlottesville, Va.† (Richmond, Va.)	—	—	**7**
Chattanooga (80)	54	53	**57**
Cheyenne, Wyo. (190)	—	**19**	—
Chicago (3)	476	431	**515**
Chico-Redding, Calif. (140)	**29**	25	—
Cincinnati (27)	108	**125**	110
Clarksburg-Weston, W.Va. (165)	—	**24**	21
Cleveland (11)	251	232	**259**
Colorado Springs-Pueblo (105)	**45**	42	34
Columbia, S.C. (88)	31	39	**81**
Columbia-Jefferson City, Mo. (145)	27	**30**	19
Columbus, Ga. (115)	**48**	47	20
Columbus, Ohio (34)	106	**138**	117
Columbus-Tupelo, Miss. (137)	13	28	**46**
Corpus Christi, Tex. (125)	**35**	28	29
Dallas-Fort Worth (8)	**246**	244	235
Davenport, Iowa-Rock Island-Moline, Ill. (74)	54	57	**68**
Dayton, Ohio (49)	71	**110**	70
Denver (19)	163	132	**164**
Des Moines (66)	50	**75**	65
Detroit (7)	299	274	**313**
Dothan, Ala. (161)	10	**46**	—
Dubuque, Iowa† (Cedar Rapids-Waterloo, Iowa)	**6**	—	—
Duluth, Minn.-Superior, Wis. (119)	30	**34**	30
El Centro, Calif.-Yuma, Calif. (179)	5	—	**8**
El Paso, Tex. (97)	33	28	**43**
Elmira, N.Y. (166)	11	—	**14**
Erie, Pa. (135)	24	24	**39**
Eugene, Ore. (128)	**30**	29	14
Eureka, Calif. (182)	9	**10**	—
Evansville, Ind. (87)	**53**	41	38
Fargo, N.D. (102)	33	33	**34**
Flagstaff, Ariz. (205)	—	—	**9**
Flint-Saginaw-Bay City, Mich. (58)	80	38	**93**
Florence, S.C. (148)	22	**56**	—
Florence, Ala.† (Huntsville-Decatur, Ala.)	—	—	**7**
Fort Myers-Naples, Fla. (112)	18	**45**	32
Fort Smith, Ark. (147)	17	**30**	17
Fort Wayne, Ind. (96)	39	39	**42**
Fresno, Calif. (65)	48	**56**	55
Gainesville, Fla. (174)	**17**	—	—
Glendive, Mont. (211)	—	**1**	—
Grand Junction, Colo. (184)	8	**14**	—
Grand Rapids-Kalamazoo, Mich. (40)	57	86	**88**
Great Falls, Mont. (177)	13	**14**	—
Green Bay, Wis. (68)	**60**	59	**60**
Greensboro-Winston Salem-High Point, N.C. (51)	78	**100**	87
Greenville-New Bern, N.C. (99)	33	54	**63**
Greenville-Spartanburg, S.C.-Asheville, N.C. (37)	82	98	**120**
Greenwood-Greenville, Miss. (170)	**29**	13	—
Hagerstown, Md. (195)	—	—	**16**
Hanover, N.H.† (Burlington, Vt.-Plattsburgh, N.Y.)	—	—	**12**
Harrisburg-Lancaster-Lebanon-York, Pa. (48)	62	60	**115**
Harrisonburg, Va. (197)	**17**	—	—
Hartford-New Haven, Conn. (22)	121	**184**	70
Helena, Mont.† (Great Falls, Mont.)	—	—	**5**
Houston (10)	**260**	200	200
Huntsville-Decatur-Florence, Ala. (91)	44	**53**	38
Idaho Falls-Pocatello (157)	13	**18**	17
Indianapolis (25)	117	**134**	127
Jackson, Miss. (84)	32	57	**66**
Jackson, Tenn. (185)	**30**	—	—
Jacksonville, Fla. (63)	48	**89**	43
Johnstown-Altoona, Pa. (79)	—	55	**81**
Jonesboro, Ark. (175)	**27**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	31	**39**	26
Kansas City, Mo. (28)	120	**145**	126
Knoxville, Tenn. (59)	68	**94**	46
La Crosse-Eau Claire, Wis. (130)	18	36	**43**
Lafayette, Ind. (191)	—	**11**	—
Lafayette, La. (109)	44	**59**	—
Lake Charles, La. (171)	—	—	**38**
Lancaster-Lebanon, Pa.† (Hrbrg-Lan-Leb-York, Pa.)	—	**27**	—
Lansing, Mich. (103)	—	**63**	38
Laredo, Tex. (199)	—	**5**	**5**

ADI (rank)	1984 households (000) ABC	CBS	NBC
Las Vegas (99)	29	**36**	35
Laurel-Hattiesburg, Miss. (168)	—	—	**30**
Lexington, Ky. (76)	44	**64**	47
Lima, Ohio (196)	—	—	**18**
Lincoln-Hastings-Kearney, Neb. (90)	27	**56**	15
Little Rock, Ark. (56)	**79**	78	71
Los Angeles (2)	558	493	**614**
Louisville, Ky. (45)	60	98	**99**
Lubbock, Tex. (128)	21	**28**	26
Macon, Ga. (142)	20	**41**	17
Madison, Wis. (107)	32	**50**	38
Manchester, N.H.† (Boston)	**28**	—	—
Mankato, Minn. (207)	—	**15**	—
Marquette, Mich. (186)	—	**20**	—
McAllen-Brownsville, Tex. (117)	**32**	31	23
Medford, Ore. (155)	11	19	**25**
Memphis (41)	76	**115**	110
Meridian, Miss. (169)	**26**	11	6
Miami (14)	160	**190**	178
Milwaukee (29)	108	106	**115**
Minneapolis-St. Paul (13)	166	**191**	143
Minot-Bismarck-Dickinson, N.D. (144)	—	29	**37**
Missoula-Butte, Mont. (149)	—	**26**	24
Mobile, Ala.-Pensacola, Fla. (61)	59	**86**	74
Monroe, La.-El Dorado, Ark. (113)	15	**68**	26
Montgomery, Ala. (120)	22	23	**66**
Nashville, Tenn. (31)	80	**139**	129
New Orleans (33)	91	**133**	112
New York (1)	883	920	**1,016**
Norfolk-Portsmouth, Va. (46)	77	**87**	82
North Platte, Neb. (209)	—	—	**7**
Odessa-Midland, Tex. (146)	24	**29**	23
Oklahoma City (36)	78	**101**	90
Omaha (72)	**73**	66	67
Orlando-Daytona Beach, Fla. (30)	**113**	**113**	112
Ottumwa, Iowa-Kirksville, Mo. (202)	**17**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (73)	32	**75**	61
Palm Springs, Calif. (187)	**7**	—	5
Panama City, Fla. (176)	20	—	**25**
Parkersburg, W.Va. (198)	—	—	**7**
Peoria, Ill. (98)	35	38	**42**
Philadelphia (4)	**490**	421	432
Phoenix (23)	121	**130**	101
Pittsburgh (12)	**247**	217	167
Portland, Ore. (24)	111	**114**	105
Portland-Poland Spring, Me. (78)	48	40	**50**
Presque Isle, Me. (201)	—	**7**	—
Providence, R.I.-New Bedford, Mass. (39)	96	82	**126**
Quincy, Ill.-Hannibal, Mo. (153)	—	**31**	**31**
Raleigh-Durham, N.C. (38)	108	**109**	38
Rapid City, S.D. (162)	**22**	—	16
Reno (123)	**29**	21	21
Richmond, Va. (55)	65	**83**	63
Roanoke-Lynchburg, Va. (69)	47	**75**	58
Rochester, Minn.-Mason City, Iowa (141)	25	22	**26**
Rochester, N.Y. (71)	55	**63**	58
Rockford, Ill. (111)	31	**33**	28
Roswell, N.M. (183)	—	**16**	—
Sacramento-Stockton, Calif. (20)	134	132	**158**
St. Joseph, Mo. (189)	**17**	—	—
St. Louis (17)	162	**197**	188
Salinas-Monterey-San Jose, Calif. (110)	**42**	21	31
Salisbury, Md. (167)	11	**21**	—
Salt Lake City (42)	**101**	93	90
San Angelo, Tex. (193)	—	**12**	—
San Antonio, Tex. (44)	89	**109**	77
San Diego (26)	92	**114**	79
San Francisco (5)	277	**285**	272
Santa Barbara-Santa Maria, Calif. (114)	21	**22**	15
Sarasota, Fla. (158)	**22**	—	—
Savannah, Ga. (108)	30	**46**	26
Seattle-Bellingham-Tacoma (16)	**175**	136	170
Selma, Ala. (208)	—	**7**	—
Shreveport, La.-Texarkana, Tex. (53)	80	**87**	65
Sioux City, Iowa (139)	**32**	14	30

ADI (rank)	1984 households (000) ABC	CBS	NBC
Sioux Falls-Mitchell, S.D. (93)	35	**59**	26
South Bend-Elkhart, Ind. (85)	38	**59**	57
Spokane, Wash. (75)	45	46	**51**
Springfield, Mass. (94)	39	—	**42**
Springfield, Mo. (82)	22	57	**61**
Springfield-Decatur-Champaign, Ill. (70)	55	**64**	61
Syracuse, N.Y. (67)	55	74	**76**
Tallahassee, Fla. (132)	11	**47**	8
Tampa-St.Petersburg, Fla. (18)	175	**207**	155
Terre Haute, Ind. (127)	12	39	**40**
Toledo, Ohio (60)	57	87	**88**
Topeka, Kan. (136)	7	**33**	23
Traverse City-Cadillac, Mich. (138)	13	**43**	32
Tucson, Ariz. (83)	44	42	**47**
Tulsa, Okla. (54)	89	**91**	63
Tuscaloosa, Ala. (188)	—	**10**	—
Twin Falls, Idaho (204)	—	—	**10**

ADI (rank)	1984 households (000) ABC	CBS	NBC
Tyler, Tex. (160)	**49**	7	—
Utica, N.Y. (159)	14	—	**24**
Valdosta, Ga.† (Tallahassee, Fla.)	**6**	—	—
Victoria, Tex. (203)	5	—	**7**
Waco-Temple, Tex. (95) *	39	**46**	—
Washington (9)	221	**237**	230
Watertown-Carthage, N.Y. (172)	—	**23**	—
Wausau-Rhinelander, Wis. (131)	25	**37**	12
West Palm Beach-Ft. Pierce, Fla. (62)	45	24	**57**
Wheeling, W.Va.-Steubenville, Ohio (123)	—	44	**51**
Wichita-Hutchinson, Kan. (57)	59	**73**	62
Wichita Falls, Tex.-Lawton, Okla. (126)	25	**28**	26
Wilkes Barre-Scranton, Pa. (50)	**96**	65	91
Wilmington, N.C. (151)	27	—	**55**
Yakima, Wash. (122)	21	**32**	25
Youngstown, Ohio (92)	40	**60**	51
Zanesville, Ohio (200)	—	—	**11**

Lucky numbers for 'Wheel of Fortune'

It stays number one in Nielsen's Cassandra figures for November sweeps; programing with limited reach places second and third; 'M*A*S*H' is fourth, 'Three's Company' is fifth

Wheel of Fortune extended its hold as the number-one syndicated television show in the A.C. Nielsen Co.'s Cassandra report for the November 1984 local sweep period.

Southwest conference football, seen in 19 markets representing 7.4% coverage of U.S. TV homes, was second, averaging 10.7/35. *Women of Russia*, in nine markets representing 12.6% coverage, was third at 10.4/16.

*M*A*S*H* was fourth, while *Three's Company* was fifth, among the 439 programs rated and ranked in the report, released last week. (Cassandra rankings are in descending order of ratings alone and take no account of the size of a program's distribution.)

Family Feud PM, which was number one in November 1983 but yielded that ranking to *Wheel* last May, was the seventh-ranked program. *Entertainment Tonight* was sixth.

Wheel of Fortune averaged a 16.4 rating/29 share in 179 markets (98.1%, the highest coverage of any show), up from a 12.1/23 in 59 markets a year earlier. It was number one not only in total but also among women, aged 18-49 (10.7 average rating), total women (13.8), total men (9.9) and adults (12.0). *Wheel* was third among men, aged 18-49 (7.5), eighth among teen-agers (6.7) and 22d among children (7.0).

*M*A*S*H* averaged 10.0/22 in 164 markets (86.8% coverage) in taking fourth place, while *Three's Company* had a 9.6/21 in 167 markets (95.2% coverage) in placing fifth and *Entertainment Tonight* did an 8.7/17 in 141 markets in securing sixth. Rounding out the top 10 were *Family Feud PM* (8.4/16 in 111 markets), *PM Magazine* (8.2/15 in 67 markets), *Hee Haw* (7.9/18 in 169 markets) and *People's Court* (7.8/20 in 169 markets).

Among the top-rated game shows, after *Wheel* and *Family Feud*, were *Jeopardy*, which with a 7.2/21 in 116 markets (79.9% coverage) tied for 15th overall, and *Name That Tune*, (74.9% coverage) which averaged 6.5/14 in 96 markets to rank 19th. Among others, *Let's Make a Deal* averaged a 3.9/14 on 109 stations (71.1% coverage) to tie for 64th. *Anything for Money* did a 3/11 on 90 stations (70.6% coverage), tying for 118th.

Donahue held its number-three position among interview shows, after *Entertainment Tonight* and *PM Magazine*. *Donahue* did a 5.9/28 in 171 markets to join a five-way tie for 24th.

Among new off-network syndication series, *Diff'rent Strokes* ranked the highest, 12th, with a 7.6/17 in 85 markets, followed by *Benson* (7/15) tied for 17th, *Too Close for Comfort* (6/13) tied for 22d, *Dukes of Hazzard* (5.9/15) tied for 24th, *Hart to Hart* (5.3/12) in a four-way tie for 33d and *Dallas* (4.7/11) tied for 45th. Among women 18-49, however, *Dallas* pulled a 4.4 rating,

Wheel of Fortune

M*A*S*H

Three's Company

Cable stocks turning in strong performance

Sample of seven MSO's shows them doing better than stock market average since August

Cable stocks are playing to an attentive audience on Wall Street as both trading volume and prices have outperformed the market in recent months.

Since the end of May, just before the announcement of the first cable bill compromise, the Standard & Poor's 500 has risen 10%. During the same period—seven of the major MSO stocks tracked by BROADCASTING have risen 28%, and four companies which derive more than three-quarters of their revenue from cable: Tele-Communications Inc., TCA Cable TV, United Cable and Comcast, have seen the value of their shares jump by an average of 37%. (The other three companies tracked were Heritage, Storer and Cox.)

Almost all stocks benefitted during the sudden jump in prices at the end of July, but even using this time frame, the performance of MSO stocks has been superior. The S&P 500 has drifted up and down and last Wednesday's close at 165.37 was almost even with its closing price of 165.42 on Aug. 10. The seven MSO stocks meanwhile have increased an average of 8%, and the four cable-heavy stocks rose by 12%.

Both industry executives and securities analysts told BROADCASTING that the improved market performance can be attributed to reasons of both substance and mood. The substance includes lower interest rates; reduced impact of construction costs as companies have fewer new builds; initial indications that pay-per-view will be a valuable revenue source, and basic rate increases enabled by the Cable Communications Policy Act of 1984. The mood, they said, is that cable is now a more stable industry with more control over its destiny, and that competition from new technologies does not pose the threat previously imagined.

Both substance and mood have contributed to increased trading activity of cable stocks. In 1984, trading volume on the New York stock exchange was evenly spread between the first and second half, and four of the six heaviest volume months occurred before June. With the cable stocks the opposite was true, with five of the top six volume months occurring after June.

Some of the buyers in 1984 have been institutions such as banks, mutual funds and insurance companies, which have expanded their investment in the industry. Since the beginning of last year the percentage of total shares held by institutions has increased in all but one of the sample MSO's (see chart) according to CDA Investment Technologies, a Silver Spring, Md.-based financial services firm. Spiro Kripotos, executive vice president at CDA, said the average change of plus 5.3% for the seven companies was a "reasonably substantial change in just nine months."

An executive at one of those institutional investment firms cited the deregulation of basic rates as one reason institutions have become more interested in cable. "The industry's ability to raise basic rates, which are now underpriced, will have a large enough effect on the income of those companies and dramatically affect their valuation." That was also the conclusion of Rich McDonald, securities analyst for First Boston Corp., who issued a mid-November report that said "substantially" increasing basic rates will more than compensate a subsequent loss of pay subscribers or from the adoption of a pricing strategy with lower pay rates.

Gordon Crawford, senior vice president at Capital Research Co., a Los Angeles-based investment firm with more than $8 billion in assets, said: "We own a lot of cable stock and our interest in them in the last year or so has increased considerably for a number of reasons. Everyone is talking about the cable bill and the pricing of basic services, but I think the biggest thing to look at in this business is that it is very capital intensive and most companies' capital spending peaked in 1982 or 1983. As a result, cash flow is continuing to move up and most companies are now showing positive cash flow." This, he added, is occurring while interest rates are dropping and revenues are increasing.

"Another factor from an investor's point of view," Crawford continued, "is that there is a compelling reason for the business to consolidate. There are definite advantages of scale here in terms of overhead and purchasing programing and equipment. I think the recent decline in interest rates will help that consolidation."

Cable executives are happy about the strong market for their companies' stock and, while disclaiming any clear understanding of how the stock market works, give more than a little credit to the new cable bill.

According to Fred Nichols, executive vice president and chief operating officer of TCA Cable TV, the act had an unquantifiable effect on outside perception of the industry: "Television, radio and publishing have all had established communications laws that have legitimatized them as industries. Until this bill was passed we were not considered as a legitimate business."

Bill Elsner, vice president of finance for

Investment in cable stocks by institutions

Company	*Institution-owned shares as of Sept. 30*	*As % of shares outstanding*	*Change in institutional component since Dec. 31, 1983*
Comcast	5,105,000	41.5%	9.0
Cox	12,636,000	44.8%	6.2
Heritage	1,856,000	24.5%	10.7
Storer	8,290,000	50.6%	0.7
TCA Cable	831,000	12.5%	2.5
TCI (class A)	22,317,000	53.4%	– 1.2
United Cable	4,026,000	36.5%	9.3

Figures supplied by CDA Investment Technologies.

Seven-month tabulations

Company	*Stock price May 31*	*Stock price Jan. 2*	*% increase*
Comcast	12⅝* **	19⅞	57
Cox	46	48⅛	5
Heritage	15¾	18¼	16
Storer	35⅝	45⅝	29
TCA Cable	12¾*	14	10
TCI (A)	16⅛*	22¾	41
United Cable	21¾	30½	40
Seven stock average			28
Standard & Poor's 500	150.55	165.37	10

* Bid price.
** Adjusted for 3-for-2 split in September.

United Cable Television, also attested to the act's symbolic importance: "It codified something that had been happening but had not been noticed. For a long time through the FCC and the courts we had been getting price increases anyway . . . but the bill represents putting it into stone."

Discussions at recent industry forums have indicated confusion about certain provisions of the new act. But National Cable Television Association President James Mooney said the bill unquestionably is a good sign for the financial community: "I think there will always be a beginning period of judicial ambiguity in any legislative act, but I don't think there is ambiguity with respect to the main features of the act as it applies to rate and packaging deregulation and to the stability of the assets."

Bernard Gallagher, vice president and treasurer for Comcast, the 15th-ranked MSO, said that company's stock benefitted from several of the factors others had mentioned. He noted that it recently completed several years of major construction as eight new systems became operational. Consequently, in 1984 Comcast began reporting a positive cash flow. In addition, Gallagher mentioned the Supreme Court's *Crisp* decision in June limiting the rights of the states to regulate cable; passage of the cable bill in October, and the mid-November award to Comcast of a Philadelphia franchise. Even a positive article in a major business magazine might have had an important effect, he said: "The industry finally got some positive press coverage compared to the negative press coverage we've gotten for the past couple of years."

Not that there haven't been some negative considerations holding down cable stock prices. Mark Riely, a securities analyst with F. Eberstadt & Co., said that continuing concern about declining revenue from pay services and developing concern about the tax reform proposals of the Treasury Department have partly dampened enthusiasm for the industry.

Rising cable stock prices are not only good for those who have invested, but are also good for the MSO's, according to Mooney: "Prices are a reflection of the attitudes of investors toward the value of cable companies and that in turn has an effect on the psychology of capital markets, such as limited partnerships, banks and other financial institutions. And we are an industry that is still capital-formation sensitive, not only because of new builds but because of the need to rebuild and upgrade existing plant."

How much more upward movement can be expected with these stocks? First Boston's

Bad news first. Multimedia is considering assessing its share of 1985 operating losses from Sports Time to the fourth quarter. Year-to-date losses from basic and pay cable service, one-third owned by Multimedia, have totaled 22 cents per share in the first three quarters. The company already said it anticipated eight cents per share write-off in the fourth quarter from Sports Time losses. The accelerated write-off would reduce results an additional five to 10 cents.

Bottom Line

Now you see it. MGM/UA Entertainment Co., 85% owner of home video, pay TV and ancillary markets subsidiary, MGM/UA Home Entertainment Group (HEG) Inc., has announced intention to purchase remaining 15% of HEG shares. In exchange for each share, public shareholders would reportedly receive note with $28 face value, paying 10%, due 1993 and callable at any time. MGM/UA HEG was set up as public company on Dec. 30, 1982, with shares selling at $12. Proceeds and other money were used to make $60-million advance payment to parent company. Frank Rothman, chairman of parent company, said complete merger is designed to "take advantage of the dramatic changes in MGM/UA's financial condition," and would permit more efficient combined sales organization. Subsidiary's chairman, president and chief executive officer, Seymour Leslie, will meet with outside counsel, directors and investment bankers to evaluate bid.

□

Decline foreseen. General Instrument Corp. said it expects results for second half of its current fiscal year, which ends Feb. 28, 1985, to be "significantly below" those for first half, which ended Aug. 26 and which produced net earnings of $20,784,000 or 66 cents a share on revenues of $507,302,000. "Continued softness in the cable TV market, resulting in reduced order input and competitive price pressure, is adversely affecting margins," said F.G. Hickey, chairman and chief executive officer. "In addition, in October and November, an unexpectedly sharp reduction occurred in order input in all of our semiconductor operations. Results in this segment of our business in the second half are expected to be considerably below the first half." Hickey added: "When new cable system construction begins in the uncabled cities, overdue from earlier projections, it is believed cable order input will improve considerably" and that many observers think "a strong order pattern will return shortly" to the semiconductor market.

□

Westwood up. Westwood One, radio producer and syndicator based in Culver City, Calif., has reported revenues for fourth quarter ended Nov. 30, 1984, of $3.7 million and net income of $555,000 or 21 cents per share, up from 1983 fourth quarter revenues of $2.5 million and net income of $402,000 or 20 cents per share. Fiscal year revenues for company, which went public last spring, rose from $9.4 million to $12.8 million, with net income up from $1.1 million, or 56 cents per share, to $1.9 million, or 83 cents per share. Company attributed boost to its ability "to attract more national advertisers at higher average rates . . . spread over a relatively stable cost base."

□

No signals. Signal Companies issued statement that it would no longer comment on speculation about possible acquisition targets. La Jolla, Calif.-based manufacturer and parent of Ampex Corp. has about $1.2 billion in liquid assets in addition to $1 billion in bank credit and has previously indicated desire to grow through purchasing one or several other companies.

□

Franc-ly in debt. Organizer of First International Music Video Festival of St. Tropez last October (BROADCASTING Oct. 15, 1984) filed in Paris court for French equivalent of chapter 11 bankruptcy. RS Communications, privately held French publishing firm, whose periodicals cover home video, cable television and record industries, reportedly owes money to St. Tropez hotels and restaurants and other companies that provided services to festival. John E. Nathan, president of Overseas Music and Video Services, which represented festival in U.S., said bankruptcy was apparently result of higher than expected costs of festival and lower than expected advertising in RS publications. Nathan added that St. Tropez officials intend to continue festival, with or without RS.

□

Good news first. Moody's raised rating on M/A-Com Inc. subordinated debt from Ba1 to Baa3 (on scale of Aaa1 to C3), citing "company's strengths—an expanding equity base, strong defense business and impressive microwave technology." Rating service, however, also took note of "uncertainties surrounding direct broadcast satellite industry and slow growth projected for CATV coaxial cable sales that could affect earnings growth and operating margins in the company's commercial business group." Burlington, Mass.-based M/A-Com said it had increased revolving credit and term loan agreement to $150 million from $100 million, but did not indicate any plans for use of proceeds.

□

Miami price. At recent Paine Webber media conference, Knight-Ridder president, James K. Batten, said company's Viewtron videotex service in South Florida now has more than 3,100 subscribers and will post operating losses in 1984 of between $16 million and $17 million. "The project's cost [operating losses] in 1985," he added, "under our current plans will be $2 million to $3 million less than that." Board of directors approved re-purchase of up to two million of company's outstanding shares. Company set no deadline for repurchase program and said shares would be held for general corporate purposes.

McDonald said "there is still 20% to 25% left in the short term." Crawford agreed, "I think there is a lot of room in those stocks. Most of these companies still sell at around half of private market value and I think those private market values are growing at 15%-18% per year."

Eberstadt's Riely said, "I would be surprised if the cable stocks did not outperform the marketplace this year. With lower interest rates many of these companies will be able to restructure their debt at better fixed rates. Furthermore, with broadcast stocks currently out of favor, there may be more rotation of investment within the media group."

Answering with a mixed forecast was one securities analyst who said, "It depends on whether the company is going to move up based on its own operations or whether it is a candidate to be sold. If it is going to be sold these stocks are still selling at a big discount. I think prices should level off, although the market will go over on the upside, just as it does on the downside." □

Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Anixter Brothers	First	$165,654	19	$4,384	10	$0.24
Cable TV Industries	Third	$9,403	23	$297	68	$0.10
Chris-Craft	First	$47,882	8	$3,789	39	$0.53
Pico Products	First	$5,348	60	($469)	NM	($0.13)
Sony	Fourth	$1,417,029	14	$70,098	35	$0.30
	Year	$5,149,167	14	$291,555	140	$1.26
Texscan	Second	$18,013	−13	$127	−92	$0.02

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Anixter president, Alan Anixter, said company's record first-quarter revenue was due to "strength in all facets of the company's distribution business, including cable TV." ■ **Sony** noted increased sales of VCR's and "increased exports, especially to the United States." It also said video equipment for broadcast and institutional uses "continued to sell extremely well." Company said year-long earnings gain was due to increased production/capacity ratio; reduced production and interest costs, and gain from public sale of shares in Sony Magnescale Inc., formerly wholly owned subsidiary. Sales of video equipment, both consumer and professional, increased 12% over previous year and accounted for 41% of total sales.

Programing

Airwaves used to aid needy

During holiday season, broadcasters sponsor programs to raise money for starving in Africa, poor in U.S.

Broadcasters, in the spirit of the season, have initiated programs in the past month to help the hungry, sick and needy in the U.S. and abroad.

The starving people of Ethiopia have received the most widespread assistance. Gilmore Broadcasting Corp., under the direction of its president and chief executive officer, James S. Gilmore Jr., "embarked on a campaign, reaching out to its more than eight million viewers and listeners in 13 states and hundreds of other broadcasters across the country," to raise money for famine-stricken African nations.

The company made the announcement in an "open letter" published in the *Kalamazoo* (Mich.) *Gazette*. It noted only that it had made a significant contribution to the cause ($25,000, according to other sources), and provided the address of the Save The Children Federation (Box 925, Westport, Conn. 06881) for others who wished to do the same.

A PSA designed by Lou Farraye, vice president of research and programing for Gilmore, was offered to general managers of its three television and three radio properties. Also, according to Gilmore's consultant, Washington-based Larry Patrick, Jim Gilmore sent personal letters to 80-90 key broadcast owners, "most of them affluent, and community leaders," asking them to consider contributing. Sources at Gilmore Broadcasting said the company received "one-and-a-half to two dozen" replies, many with copies of letters sent to the federation.

The Save The Children Federation reported that broadcasters were indeed making a difference. "There's no question that the media taking it on themselves are doing [much to help the situation]," said Kate Clark, press coordinator. Their "effect is so much greater" because they have access to large amounts of money, she said. Clark noted the efforts of radio and television stations across the country, including the $8,000 contribution of WTIC-AM-FM Hartford, Conn., and the donation by Detroit television stations of $25,000 worth of time for PSA's and promotional spots to aid a Detroit ad agency's fundraising campaign. Clark credited Tom Brokaw's *NBC Nightly News* report with making Americans aware of the Ethiopian situation, and said that in the eight weeks following the Oct. 23 broadcast, the federation received $2.4 million from all sources. She could not estimate how much of that amount came from the broadcasters in the U.S.

In addition, the broadcast industry also gave its members recognition. WCVR(AM)

Helping hand. Tom Sawyer (right), NBC's vice president for Washington operations, presented First Lady Nancy Reagan with a $25,000 check for Children's Hospital National Medical Center. The money was raised by NBC's annual television special, ***Christmas in Washington***, which was produced by George Stevens Jr. (left).

KTTV(TV) Los Angeles □ *Tell Them I'm a Mermaid.*

KTVK(TV) Phoenix □ *Make a Wish for Christmas.*

Wisconsin Public TV Network, Madison, Wis. □ *Special Care.*

Educational radio programs

CBS News □ *D-Day Plus Forty Years.*

NBC Radio Network □ *Healing the Wounds/Prisoners of War.*

Religious TV programs

Church of Jesus Christ of Latter Day Saints □ *The Last Leaf.*

WCVB-TV Boston □ *Auschwitz and America.*

Religious radio programs

KGW(AM) Portland, Ore. □ *Open Door...Near Death Experience.*

WICR-FM Indianapolis □ *Lifesigns: Teen Pregnancy.*

Youth-oriented radio program

KFRC(AM) San Francisco □ *Youth on the Air: Shoplifting.*

TV PSA's

NBC-TV □ *One to Grow On.*

WLVI-TV Boston □ *Kid Tips.*

Radio PSA

KNOM(AM) Nome, Alaska □ *Your Catholic Neighbors.*

Getting a Handel on Bach. A series of special programs honoring the 300th birthdays of Johann Sebastian Bach and George Frederic Handel will be aired over the next few months by American Public Radio.

Scheduled for January are four weekly broadcasts featuring the music of Bach performed by the Chamber Music Society of Lincoln Center, New York. The programs, each varying from 90 minutes to two hours in length, are being produced by public radio outlet WNYC-AM-FM New York.

In February, the month of Handel's birthday, the network will present four documentaries on the famed composer from the Canadian Broadcasting Corp. Additionally, the Handel and Haydn Society of Boston will perform perform the "earliest version" of Handel's "Alexander's Feast," which will be fed live via satellite on Feb. 22. There will also be a special Carnegie Hall production of Handel's "Semele," which will be offered to stations on Handel's birthday, Feb. 23.

The focus shifts back to Bach in March with a series of seven CBC documentaries on the composer's life. And, according to American Public Radio, the highlight of the special tercentenary programing will come on Bach's birthday, March 21, when the network feeds 14½ hours of continuous music and talk programing beginning at [illegible] a.m. NYT.

The specials are being offered exclusively to American Public Radio's 278 affiliated stations. Underwriting was provided by the American Public Radio Program Fund, the Musical Heritage Society and the Maxwell Corp. of America.

Short TV features

NBC-TV □ *The Tijuana Nun.*

WBZ-TV Boston □ *Neighbor Four Neighbor.*

WKBW-TV Buffalo, N.Y. □ *I Carry a Badge.*

Short radio features

CBC English Radio Network □ *Juluka.*

WOR(AM) New York □ *Drunk Driving Patrol.*

CBS takes another holiday-week win

CBS continued its winning ways last week in the prime-time ratings race, taking the 14th week of the 1984-85 season by more than two full rating points and four share points with a 16.5/28. With the current season now half over, the two biggest questions appear to be by what margin CBS will win, and whether NBC can keep its hold on second place until the finish, 14 weeks away. It held on to second place last week with an average 14.4/24, well ahead of third-place ABC, which averaged an 11.9/20.

So far this season, CBS has come out on top 12 of 14 weeks, finishing second and third once each. NBC has finished first twice, second eight times and third four times. ABC is still winless this season, finishing last nine times and second five times. Season to date, the averages are: CBS, 16.9/27; NBC, 16.1/26, and ABC, 15/24.

In evening news, CBS's performance is just as solid. For week 14, ***CBS Evening News*** placed first with a 12.6/24, two points ahead of ABC, which recaptured second place in its season-long battle for that spot with NBC. ABC's ***World News Tonight*** averaged a 10.6/21 while ***NBC Nightly News*** received an average 10.1/19.

CBS scored big in week 14 with the only premiere series program, ***Crazy Like a Fox*** (Sunday, 9-10 p.m.), a light-hearted action/adventure show about a detective and his married son. The premiere episode placed third of the week's programing with a 23.4/36.

CBS captured six of seven nights in week 14—losing only Tuesday night when it placed third with a repeat of an hour-long Bugs Bunny movie and the two-hour special, ***Kennedy Center Honors***.

NBC placed first once, third once and second five nights, each time to CBS's first place finish. NBC captured Tuesday with the action-packed lineup of ***A-Team***, ***Riptide*** and ***Remington Steele***, giving the network an average 17.8/34.7 on the night. ABC finished second on Tuesday with an average 10/19.5, with the lineup of ***Three's a Crowd***, ***Who's the Boss***, ***Glitter*** and ***Paper Dolls***.

ABC placed second for the first two nights of the week (Monday and Tuesday), falling to third on Wednesday where it remained for the rest of the week. Three of the bottom five programs for the week belonged to ABC, including ***Glitter***, which only recently was brought back from hiatus, and which scored a 9/17 for a new episode in the Tuesday 9 to 10 p.m. slot. A one-hour ***Closeup*** documentary on the Supreme Court, which aired Saturday, Dec. 29 at 10 p.m., finished dead last in the ratings for the week, with a 5.5/10.

The combined network rating/share was a 42.8/72 for week 14, compared to a 47.1/76 for the same week a year ago. The HUT level was also down, from a 62 a year ago to 59.4 this year.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	24.5/38
2.	NFL Playoff, 7-7:17 p.m.	NBC	24.2/40
3.	Crazy Like a Fox	CBS	23.4/36
4.	Bill Cosby Show	NBC	23.4/35
5.	Family Ties	NBC	22.7/34
6.	Murder, She Wrote	CBS	22.3/34
7.	60 Minutes	CBS	22.2/36
8.	Falcon Crest	CBS	21.2/36
9.	Simon & Simon	CBS	20.5/31
10.	Knots Landing	CBS	20.3/33
11.	Cheers	NBC	18.9/28
12.	Riptide	NBC	18.5/35
13.	Trapper John, M.D.	CBS	18.5/30
14.	Remington Steele	NBC	18.4/37
15.	Past Times Ridgemont High	CBS	18.3/29
16.	Facts of Life	NBC	17.3/26
17.	Magnum, P.I.	CBS	17.1/26
18.	Knight Rider	NBC	16.5/28
19.	Night Court	NBC	16.5/26
20.	Fall Guy	ABC	16.5/26
21.	A-Team	NBC	16.1/32
22.	Cover-Up	CBS	16.1/30
23.	Highway to Heaven	NBC	16.0/26
24.	Close Encounters	ABC	15.8/24
25.	Popeye	NBC	15.5/24
26.	On Golden Pond	NBC	15.1/24
27.	Charles in Charge	CBS	15.0/23
28.	Dukes of Hazzard	CBS	14.9/24
29.	Cagney & Lacey	CBS	14.1/30
30.	E/R	CBS	14.1/22
31.	Hill Street Blues	NBC	14.0/23
32.	T.J. Hooker	ABC	13.7/23
33.	Diff'rent Strokes	NBC	13.6/23
34.	Mike Hammer	CBS	13.4/22
35.	Malibu, part 1	ABC	13.3/21
36.	It's Your Move	NBC	13.3/20
37.	Love Boat	ABC	13.0/22
38.	Airwolf	CBS	12.9/21
39.	Newhart	CBS	12.7/27
40.	St. Elsewhere	NBC	12.6/20
41.	Kate & Allie	CBS	12.5/26
42.	Silver Spoons	NBC	12.1/19
43.	Gimme A Break	NBC	12.0/20
44.	Punky Brewster	NBC	11.9/19
45.	20/20	ABC	11.7/19
46.	Scarecrow & Mrs. King	CBS	11.6/26
47.	Who's the Boss?	ABC	11.6/22
48.	Ripley's Believe It or Not	ABC	11.4/18
49.	Starflight	ABC	11.3/26
50.	Gator Bowl	ABC	11.2/18
51.	Partners in Crime	NBC	11.0/20
52.	Spencer	NBC	10.8/18
53.	Hot Pursuit	NBC	10.7/18
54.	Three's A Crowd	ABC	10.4/21
55.	TV Bloopers & Prac. Jokes	NBC	10.2/23
56.	Paper Dolls	ABC	10.1/20
57.	Bugs Bunny Special	CBS	9.5/19
58.	Malibu, part 2	ABC	9.1/14
59.	Glitter	ABC	9.0/17
60.	Kennedy Center Honors	CBS	7.8/15
61.	Wedding on Waltons Mountain	NBC	7.2/16
62.	ABC News Closeup	ABC	5.5/10

*Indicates premiere episode

Seller is owned by D. Wayne Zimmerman, and his wife, Marion. It has no other broadcast interests. Buyer is owned by Del M. Reynolds and Byron F. Bordt. Reynolds is general manager at WQLZ(AM)-WCBY(FM) Cheboygan, Mich. Bordt is former Dearborn, Mich., computer programer. It has no other broadcast interests. Action Dec. 13.

■ WHLT(TV) Hattiesburg, Miss. (ch. 22; ERP vis. 672 kw; aur. 100 kw; HAAT: 802 ft.; ant. height above ground: 735 ft.)—Granted assignment of CP from Central Television Inc. to Broadcasters of Mississippi Inc. for $55,298.70. Seller is principally owned by Frank K. Spain. It also owns WTVX(TV) Fort Pierce, Fla.; WTVA(TV) Tupelo, WHTV(TV) Meridian, both Mississippi, and WYDE(AM) Birmingham, Ala., which has been sold ("Changing Hands," Aug. 20) pending FCC approval. Buyer is principally owned by David R. Bradley and family. It owns KAAL-TV Austin, Minn. Bradley also has interest in KNTV(TV) San Jose, Calif.; KLAS-TV Las Vegas, and WTAR(AM)-WLTY(FM) Norfolk, Va. It also owns CP for new TV in Laurel, Miss. Action Dec. 12.

■ KCVK(AM)-KYZZ(FM) Wolf Point, Mont. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 92.7; 1 kw; HAAT: 496 ft.)—Granted assignment of license from KCVK Inc. to Wolf Point Broadcasting Co. for $775,000, comprising $100,000 cash, assumption of approx. $246,000, noncompete agreement of $50,000 and $379,000 note. Seller is owned by Robert A. Lundstrom, president and general manager. He is also app. for new FM in Rock Springs, Wyo. Buyer is owned by Alan Henning and Dennis Danielson, who also own KBTO-FM Bottineau, N.D. Action Dec. 14.

■ KRZE(AM)-KRAZ(FM) Farmington, N.M. (AM: 1280 khz; 5 kw-D; FM: 96.9 mhz; 100 kw; HAAT: 300 ft.)—Granted assignment of license from Robert L. Finch, trustee, to D.P. Inc. for $750,000 cash. Seller has no other broadcast interests. Buyer is owned by Homer G. Pirkey, former general manager of KNDN(AM) Farmington. He has no other broadcast interests. Action Dec. 14.

■ WELV(AM)-WDRE(FM) Ellenville, N.Y. (AM: 1370 khz; 5 kw-D; FM: 99.3 mhz; 3 kw; HAAT: 1,630 ft.)—Granted assignment of license from Catskill Broadcasting Corp. to Stratus Communications in New York Inc. for $780,000, comprising $230,000 cash including $30,000 noncompete agreement and remainder note. Seller is principally owned by Alfred Dresner, president, and his brother, Sy. They also own WCCC-AM-FM Hartford, Conn. Buyer is principally owned by R. Peter Straus, chairman. It also owns WMCA(AM) New York and has interest in WFTR-AM-FM Front Royal, Va. Straus's wife, Ellen, also has app.'s for new AM and new FM in Washington. Action Dec. 13.

■ WIGS-AM-FM Gouvenor, N.Y. and WTPL(FM) Tupper Lake, N.Y. (WIGS: 1230 khz; 1 kw-D; WIGS-FM: 95.3 mhz; 3 kw; HAAT: 120 ft. WTPL: 102.3 mhz; 75 w; HAAT: 1,450 ft.)—Granted assignment of license from DeHart Broadcasting Corp. to RGR Broadcasting of Gouvernor Inc. for $400,000, with $240,000 for WIGS and $160,000 for WTPL, comprising $50,000 cash remainder note for WIGS. Seller is owned by Robert W. Hartshorn and his wife, Romayne. They have no other broadcast interests. Buyer is owned by Herbert J. Springer, and his wife, Penny (20%), Richard Lee Thompson (20%), Burton Schapiro (20%), Kevin J. Dodge (20%) and 12 others. Herbert Springer was formerly engineer with WMAL(AM) Washington. Penny Springer is director of station relations with Washington Broadcast News Inc. Thompson was engineer with WRQX(FM) Washington. Schapiro is satellite technician with National Public Radio in Washington. Dodge was former sales manager with WEZG(AM) Syracuse, N.Y. Action Dec. 17.

■ KMED(AM) Medford, Ore. (1440 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Sound Radio Enterprises Inc. to Crater Broadcasting Inc. for $180,000, comprising $20,000 cash and remainder note. Seller is principally owned by Cheri Hawke, who has other broadcast interests. Buyer is owned by Sherry Hill and her husband, Duane. It also owns KRWQ(FM) Gold Hill, Ore. Action Dec. 14.

■ KDAA-FM Woodward, Okla. (92.1 mhz; 3 kw; HAAT: 268 ft.)—Seeks assignment of license from Big Chief Broadcasting of Woodward Inc. to Glen L. Grunwald for $135,000, comprising $70,000 cash and remainder note. Seller is principally owned by Clifford Smith, Jack Beasley and Don Nelson. Smith and Beasley own KREK(FM) Bristow, Okla. It is also app. for new FM in Cordell, Okla. Buyer is Wichita, Kan., investor with no other broadcast interests. Action Dec. 13.

■ KIMM(AM)-KGGG-FM Rapid City, S.D. (AM: 1150 khz; 5 kw-D; FM: 100.3 mhz; 100 kw; HAAT: 450 ft.)—Granted assignment of license from Gene Taylor Broadcasting Inc. to Thomas E. Ingstad Broadcasting Co. for $2,275,000, comprising $275,000 cash and remainder note. Seller is owned by James E. Taylor and his wife, Jeanne. It also owns KYOT(AM) Great Falls, Mont. Buyer is owned by Thomas E. Ingstad, who owns KYKC(AM)-KKRC-FM Sioux Falls, S.D.; WLXR-AM-FM LaCrosse, Wis.; KKXL-AM-FM Grand Forks, N.D.; KXIC(AM)-KKRQ-FM Iowa City, Iowa, and KOVC(AM)-KKVC-FM Valley City, N.D. He also owns, with his brothers, James and Jack, KWAD-(AM)-KKWS-FM Wadena, Minn., and KBMW(AM)-KLTA(FM) Breckenridge, Minn. His other brother, Robert, owns KGFX-AM-FM Pierre, S.D., and KBUF(AM)-KKJQ-FM Garden City, Kan. Action Dec. 5.

■ WCHU-FM Soddy-Daisy, Tenn. (102.3 mhz; 3 kw; HAAT: 700 ft.)—Granted assignment of license from James Gang Broadcasting Inc. to Southern Star Systems Inc. for $310,000 cash. Seller is headed by Charles E. Dunn, president. It has no other broadcast interests. Station has been sold at public auction by U.S. Bankruptcy Court, Eastern District of Tenn. Buyer is equally owned by nine stockholders, Albert P. Woodard, chairman. It also owns WNOO(AM) Chattanooga ("For the Record," Dec. 12, 1983). Action Dec. 13.

■ WJED(AM) Somerville, Tenn. (1410 khz; 500 w-U)—Dismissed app. for assignment of license from Fayette County Broadcasting Co. to Floyd Broadcasting Inc. for $130,000 cash. Seller is principally owned by Edward Plunk, and his wife, Debbie. They also have interest in WNBG(AM) Waynesboro, Tenn. Buyer is owned by W. Dave Floyd and his wife, Betty. Floyd is general manager at station. Action Dec. 13.

■ KKIK(AM)-KWKI(FM) Big Spring, Tex. (1270 khz; 1 kw-D; FM: 95.3 mhz; 1.8 kw; HAAT: 300 ft.)—Granted assignment of license from Big Spring Broadcasting Co. to Bel-Ray Broadcasting Inc. for $900,000, comprising $105,000 cash and remainder note. Seller is owned by Richard E. Oppenheimer, D. Kent Anderson, Robert L. Clarke and four others. It also owns WLCS(AM)-WQXY(FM) Baton Rouge; WZEW(AM) Fairhope, Ala., and KDVE(AM) Nederland, KQXY(FM) Beaumont, KXIL(AM)-KHFI(FM) Austin and KBFM(AM) Edinburg, all Texas. Buyer is owned by Paul E. Lowery (51%) and David Ziebell (49%). Lowery owns WHSM-AM-FM Hayward, Wis., and has interest in WCFL-AM-FM Clintonville, Wis. Zeibell is station's general manager. Action Dec. 11.

■ KYCS(AM) Boerne, Tex. (1500 khz; 250 w-D)—Seeks assignment of license from Ballard Broadcasting Co. to Seed Broadcasting Co. for $175,000, comprising $12,500 cash and remainder note. Seller is principally owned by Drew Ballard, who has no other broadcast interests. Buyer is owned by Alan A. Hemberger; his wife, Jane, and his son, John. Hemberger is anchor at KMOL(TV) San Antonio, Tex. Filed Oct. 31.

Summary of broadcasting as of October, 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,741	170	4,911
Commercial FM	3,680	418	4,098
Educational FM	1,169	173	1,342
Total Radio	9,590	761	10,351
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	359	252	611
Educational VHF TV	114	2	116
Educational UHF TV	172	31	203
Total TV	1,181	311	1,491
VHF LPTV	203	74	277
UHF LPTV	106	132	238
Total LPTV	309	206	515
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KXYL-FM Brownwood, Tex. (104.1 mhz; 74 kw; HAAT: 205 ft.)—Granted assignment of license from Pecan Valley Broadcasting Inc. to Lewellyn Communications Inc. for $935,000. Seller is principally owned by Mary Nabers. It also owns colocated KXYL(AM). Buyer is owned by Jess W. Lewellyn (36%); his son, Jess (24%), and five others. It is also app. for new FM in Amarillo, Tex. Elder Lewellyn is glass contractor in Euless, Tex. Younger Lewellyn was formerly broadcast operator at KEAN-AM-FM Abilene, Tex. Action Dec. 11.

■ KLOZ(FM) El Paso (102.1 mhz; 57 kw; HAAT: 1,160 ft.; CP for 100 kw)—Granted assignment of license from Jalapeno Broadcasting Inc. to KLOZ Associates for $1,200,000, comprising $150,000 cash and remainder note. Seller is owned by Edward Henson. It also owns WAVG-(AM)-WLRS(FM) Louisville, Ky. Buyer is owned by Robert Sherman. Sherman is former general manager of WNBC(AM) New York and former executive vice president of NBC Radio Stations. He is partner in Della Femina, Travisano, Sherman and Olken, New York-based advertising agency. It has no other broadcast interests. Action Dec. 7.

■ KWED-FM Seguin, Tex. (105.3 mhz; 38 kw; HAAT: 131 ft.)—Granted assignment of license from Stanley W. McKenzie, Emma Jean McKenzie, Edward Sagebiel and Henry O. Lenhoff to American Media Inc. for $4.2 million cash. Seller is owned by Stanley McKenzie (51%), Sagebiel (40%), Emma McKenzie (4.5%) and Lehnhoff (4.5%). They also own co-located KWED(AM). Buyer is owned by Alan S. Beck (44.5%), Gary M. Epstein (52.99%) and Kenneth Van Kohorn (2.51%). It also owns WALK-AM-FM Patchogue, N.Y., and WLIF-FM Baltimore. Action Dec. 17.

■ KUUT(FM) Orem, Utah (107.5 mhz; 45 kw; HAAT: minus 920 ft.)—Granted assignment of license from Christenson Broadcasting Co. to TransCOM Limited Partnership II for $1.5 million, comprising $400,000 cash, assumption of $1 million note and $100,000 note. Seller is principally owned by D. Garry Munson, Scott V. Christianson and Dominica A. DiMaria. It also owns KKPL(AM)-KGGR(FM) Opportunity, Wash.; KIEE(AM) Harrisonville, Mo., and is app. for new FM in Albuquerque, N.M. Buyer is equally owned by Robert G. Herpe and Eric Hauenstein. It also owns KLZI(FM) Phoenix. Action Dec. 17.

■ WXGI(AM) Richmond, Va. (950 khz; 5 kw-D)—Granted assignment of license from Radio Virginia Inc. to American Home Broadcasting Corp. for $250,000, comprising $12,500 cash and remainder note. Seller is principally owned by Douglas Robertson. It has no other broadcast interests. Buyer is owned by Lloyd Gochenour. It also owns WRIS(AM) Roanoke and WJLM(FM) Salem, both Virginia. Action Dec. 14.

■ WEIR(AM) Weirton, W.Va. (1430 khz; 1 kw-U)—Granted assignment of license from The Gilcom Corp. of the Tri-State to Weir Radio Corp. for $750,000, comprising $200,000 cash and remainder note. Buyer is owned by Edward T. Giller. It owns WFBG-AM-FM Altoona, Pa., and WLEE(AM) Richmond, Va. It also is app. for new FM in Shinnston, W.Va. Buyer is owned by Donald Devoriss (95%) and John Rambo (5%). Devoriss formerly owned and Rambo is general manager of WEIR(AM). Action Dec. 5.

■ WXCE(AM) Amery, Wis. (1260 khz; 5 kw-U)—Granted assignment of license from Polk County Broadcasting Co. to Amercom Corp. for $400,000, comprising $150,000 cash and remainder note. Seller is principally owned by Reynold Lark, president. It has no other broadcast interests. Buyer is owned by Richard L. Hencley, E.P. Erickson, Willis K. Drake and three others. It owns WHTL-FM Whitehall, Wis., and KXLV-FM Cambridge, Minn. Action Dec. 7.

■ WNNO-AM-FM Wisconsin Dells, Wis. (AM: 900 khz; 1 kw-D; FM: 107.1 mhz; 2.6 kw; HAAT: 320 ft.)—Granted assignment of license from Voss Radio Inc. to Armada Broadcasting Co. for $375,000 cash, including $50,000 noncompete agreement. Seller is owned by Gary Voss who has no other broadcast interests. Buyer is principally owned by Jerome A. Gerke and L. Robert Van Genderen. Van Genderen is Mitchell, S.D.-based broadcast consultant. Gerke is general manager of KLSC(AM) Watertown, S.D. It has no other broadcast interests. Action Dec. 13.

New Stations

Applications

AM's

■ Johnstown, Colo.—Donald A. Wiedman, and his wife, Sharon, seek 1360 khz; 500 w-D. Address: 26886 W.C.R. 17, 80534. Principals have no other broadcast interests. Filed Dec. 24.

■ Walkersville, Md.—Elijah Broadcasting Corp. seeks